

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

Claims 1-89 (Cancelled)

90. (Currently amended) A process for assisting presentation of a first sales pitch appropriate for a particular telephone caller of a customer service call center, the process comprising:

receiving and handling at a customer service call center an incoming service call from a caller seeking assistance; and

leveraging the incoming service call for assistance as a conduit for soliciting the caller to purchase merchandise or services, the leveraging including:

identifying a caller identity or a first caller attribute related to the caller,

searching a first electronic database to determine an additional attribute of the caller based on at least one of the caller identity or the first caller attribute, where the first electronic database includes information gathered about the caller prior to the call,

searching a second electronic database of potential sales pitches to identify a first sales pitch based upon at least ~~one of the identity, first attribute or the~~ additional attribute of the caller, wherein the additional attribute comprises a sales pitch preference of the caller,

routing the service call to a human operator for presentation of the first sales pitch to the caller, and

assisting the human operator in presenting the first sales pitch to the caller.

91. (Currently amended) The process of claim 90 wherein the ~~additional attribute~~ sales pitch preference of the caller comprises a preference not to receive a sales pitch.

92. (Currently amended) The process of claim 90 wherein the ~~additional attribute~~ sales pitch preference of the caller comprises a preference not to receive any sales pitch.

93. (Currently amended) The process of claim 90 wherein the ~~additional attribute~~ sales pitch preference of the caller comprises a preference to receive a certain type of sales pitch.

94. (Previously presented) The process of claims 90 further comprising populating the first electronic database prior to the call with information indicative of the caller.

95. (Previously presented) The process of claim 94 further comprising populating the first electronic database with information indicative of a response by the caller to the first sales pitch.

96. (Previously presented) The process of claim 94 further comprising populating the first electronic database with information indicative of responses made by the caller in response to past sales pitch presentations.

97. (Currently amended) The process of claim 94 further comprising populating at least one of the first or the second electronic database with information indicative of past misbehavior of the caller.

98. (Previously presented) The process of claim 90 further comprising searching the second electronic database for a second sales pitch for the caller immediately after the caller provides the response to the first sales pitch, wherein the first electronic database is populated

with information indicative of a response by the caller to the first sales pitch prior to searching the database for the second sales pitch.

99. (Previously presented) The process of claim 90 wherein assisting the human operator in presenting the first sales pitch comprises displaying at least a portion of the selected first sales pitch on a display of the human operator.

100. (Currently amended) The process of claim 90 wherein the first sales pitch is identified within the second database only when at least ~~one of the identity, first attribute or the~~ additional attribute of the caller indicates that the caller satisfies a predetermined criterion.

101. (Previously presented) The process of claim 90 wherein the first caller attribute indicates a geographic residence of the caller, and identifying the first sales pitch includes making unavailable for selection one or more sales pitches of the second electronic database based upon the geographic residence of the caller.

102. (Previously presented) The process of claim 90 wherein the additional attribute of the caller includes a credit status for the caller, and identifying the first sales pitch includes selecting the first sales pitch for the caller only when the credit status of the caller is satisfactory.

103. (Previously presented) The process of claim 90 further comprising transferring the caller to a commercial partner that provides a product or service that corresponds to the selected first sales pitch if the caller has expressed interest in the first sales pitch.

104. (Previously presented) The process of claim 103 further comprising communicating information related to the caller to the commercial partner substantially in real time.

105. (Previously presented) The process of claim 104 wherein the information comprises information related to the first sales pitch presented to the caller.

106. (Previously presented) The process of claim 90, further comprising:
transferring the caller to a commercial partner that provides a product or service that corresponds to the selected first sales pitch, wherein the commercial partner provides a second sales pitch to the caller;
receiving feedback information from the commercial partner regarding a response by the caller to the second sales pitch; and
populating the first electronic database with information indicative of the response by the caller to the second sales pitch.

107. (Currently amended) A system for leveraging an incoming service call for assistance as a conduit to assist a human operator to solicit the caller to purchase a merchandise or service, the system comprising:

an identification component configured to determine a caller identity related to a caller seeking assistance from a customer service call center;

a first electronic database configured to identify an attribute related to the caller based on the caller identity, wherein the first electronic database includes information gathered about the caller prior to the call;

a second electronic database configured to identify a first sales pitch based on at least ~~one of the caller identity or the attribute related to the caller~~, wherein the attribute comprises a sales pitch preference of the caller;

a call router configured to route the service call to a human operator to assist the caller and for presentation of the first sales pitch to the caller; and

a presentation component configured to assist the human operator to present the first sales pitch to the caller.

108. (Currently amended) The system of claim 107 wherein the first electronic database is configured further to identify the sales pitch preference attribute to indicate that the caller prefers not to receive a sales pitch.

109. (Currently amended) The system of claim 107 wherein the first electronic database is configured further to identify the sales pitch preference attribute to indicate that the caller prefers not to receive any sales pitch.

110. (Currently amended) The system of claim 107 wherein the first electronic database is configured further to identify the sales pitch preference attribute to indicate that the caller prefers to receive a certain type of sales pitch.

111. (Previously presented) The system of claims 107 further comprising a database population component configured to populate the first electronic database prior to the call with information indicative of the caller.

112. (Previously presented) The system of claim 111 wherein the database population component is configured further to populate the first electronic database with information indicative of past misbehavior of the caller.

113. (Previously presented) The system of claim 111 wherein the database population component is configured further to populate the first electronic database with information indicative of a response by the caller to the first sales pitch.

114. (Previously presented) The system of claim 113 wherein the second electronic database is configured further to identify a second sales pitch for the caller immediately after the caller provides the response to the first sales pitch based on the updated information of the first electronic database.

115. (Currently amended) The system of claim 107 wherein the second electronic database is configured to identify the first sales pitch only when at least ~~one of the identity or the~~ attribute related to the caller satisfies a predetermined criterion.

116. (Previously presented) The system of claim 107 wherein the second electronic database is configured to identify the first sales pitch only when the identity and the attribute related to the caller satisfy a predetermined criterion.

117. (Previously presented) The system of claim 107 wherein the first electronic database is configured to identify the attribute to indicate a geographic residence of the caller, and the second electronic database is configured to identify the first sales pitch based upon the geographic residence of the caller.

118. (Previously presented) The system of claim 107 wherein the first electronic database is configured to identify the attribute to indicate a credit status of the caller, and the second electronic database is configured to identify the first sales pitch only when the credit status of the caller is satisfactory.

119. (Previously presented) The system of claim 100 further comprising an external call router configured to transfer the caller to a commercial partner that provides a product or service that corresponds to the selected first sales pitch if the caller has expressed interest in the first sales pitch.

120. (Previously presented) The system of claim 119 wherein the external call router is configured further to communicate information related to the caller and the first sales pitch to the commercial partner substantially in real time.

121. (Currently amended) A computer program ~~stored on a computer-readable medium or a propagated signal~~ for leveraging an incoming service call for assistance as a conduit to assist a human operator to solicit the caller to purchase a merchandise or service, the computer program comprising:

an identification code segment that causes the computer to determine a caller identity related to a caller seeking assistance from a customer service call center;

a first database code segment that causes the computer to identify an attribute related to the caller based on the caller identity from information gathered about the caller prior to the call, wherein the attribute comprises a sales pitch preference of the caller;

a second database code segment that causes the computer to identify a first sales pitch based on at least ~~one of the caller identity or~~ the attribute related to the caller;

a call routing code segment that causes the computer to route the service call to a human operator to assist the caller and to present the first sales pitch to the caller; and

a presentation code segment that causes the computer to assist the human operator to present the first sales pitch to the caller.

122. (Currently amended) The computer program of claim 121 wherein the first database code segment ~~further~~ causes the computer to identify the sales pitch preference attribute to indicate that the caller prefers not to receive a sales pitch.

123. (Currently amended) The computer program of claim 121 wherein the first database code segment ~~further~~ causes the computer to identify the sales pitch preference attribute to indicate that the caller prefers not to receive any sales pitch.

124. (Currently amended) The computer program of claim 121 wherein the first database code segment ~~further~~ causes the computer to identify the sales pitch preference attribute to indicate that the caller prefers to receive a certain type of sales pitch.

125. (Previously presented) The computer program of claims 121 further comprising a database population code segment that causes the computer to store, for access by the first database code segment, information indicative of the caller prior to the call.

126. (Previously presented) The computer program of claim 125 wherein the database population code segment further causes the computer to store information indicative of past misbehavior of the caller.

127. (Previously presented) The computer program of claim 125 wherein the database population code segment further causes the computer to store information indicative of a response by the caller to the first sales pitch.

128. (Previously presented) The computer program of claim 121 wherein the second database code segment further causes the computer to identify a second sales pitch for the caller immediately after the caller provides the response to the first sales pitch based on the newly stored information indicative of the response by the caller to the first sales pitch.

129. (Currently amended) The computer program of claim 121 wherein the second database code segment further causes the computer to identify the first sales pitch only when at least ~~one of the identity or~~ the attribute related to the caller satisfies a predetermined criterion.

130. (Previously presented) The computer program of claim 121 wherein the second database code segment further causes the computer to identify the first sales pitch only when the identity and the attribute related to the caller satisfy a predetermined criterion.

131. (Previously presented) The computer program of claim 121 wherein the first database code segment further causes the computer to identify the attribute to indicate a

geographic residence of the caller, and the second database code segment further causes the computer to identify the first sales pitch based upon the geographic residence of the caller.

132. (Previously presented) The computer program of claim 121 wherein the first database code segment further causes the computer to identify the attribute to indicate a credit status of the caller, and the second database code segment further causes the computer to identify the first sales pitch only when the credit status of the caller is satisfactory.

133. (Previously presented) The computer program of claim 121 further comprising an external routing code segment that causes the computer to transfer the caller to a commercial partner that provides a product or service that corresponds to the selected first sales pitch if the caller has expressed interest in the first sales pitch.

134. (Previously presented) The computer program of claim 133 wherein the external routing code segment further causes the computer to communicate information related to the caller and the first sales pitch to the commercial partner substantially in real time.